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THE TRACE WORD SOUP MOBILE APPLICATION

Trace Word Soup is a standalone game created as part of the *Trace Effects* suite. In this game, players use a set of 10 random letters to create as many words as possible to add to the chef's soup pot. Points are assigned for each word; longer words and less common letters earn players more points.

Trace Word Soup is the Office of English Language Program's first-ever mobile app. A large-screen, desktop version of *Trace Word Soup* and two other supplemental games are also available with online and DVD editions of *Trace Effects*.

HOW CAN I GET TRACE WORD SOUP ON MY MOBILE DEVICE?

Currently, *Trace Word Soup* is available to mobile users via the award-winning [biNu](http://binu.com) platform designed for feature phones and lower-end smartphones.

Downloadable smartphone versions of *Trace Word Soup* and another *Trace Effects* game are in development for more advanced Android and iOS devices.

WHAT IS biNU?

The U.S. Department of State is collaborating with biNu, a company dedicated to overcoming the digital divide, through the English Language Education Alliance (E²A) Public-Private Partnership umbrella.

biNu is a free social-networking platform optimized for mass market feature phones. biNu provides fast, data-efficient access to popular Internet services and web-based apps, including the [WorldReader app](http://worldreader.com) that gives users free access to thousands of e-books.

biNu allows *Trace Word Soup* players to share scores and comments about the game via social media, enables users to study their word lists with the assistance of an integrated dictionary and translation features, and motivates top players to earn a place on daily and all-time leaderboards.

DOWNLOAD DETAILS

biNu's smartphone-like platform is compatible with Java and Android phones that have a data connection; biNu is not supported on iOS devices.

- ◆ *Trace Word Soup* is located in biNu's 'Games' section
- ◆ To download biNu, visit: <http://m.binu.com/>
- ◆ Preview the game using the biNu emulator: <http://www.binu.com/apps-cloud/emulator/> (java must be enabled)
- ◆ Help is available at: <http://www.binu.com/faq/>



Trace Word Soup on biNu

In the first four days after *Trace Word Soup* launched:

- ◆ 219,000+ games were played
- ◆ An average of 23,000 unique users played each day
- ◆ Users from Nigeria, Ethiopia, India, Pakistan, Indonesia, Zimbabwe, Bangladesh, Mexico, and Sudan played the most games

Twitter feedback:

"I scored 237 points playing the new [Trace] Word Soup game on biNu Games #games #wordsoup Wow what a game!!! #biNu"

